

CHANGE MANAGEMENT



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Booma Halpeth
Sunil Lalchandani

Meeta
Vc Principal

Patuck - Gala College of
Commerce & Management
Santacruz (E), Mumbai-400 055

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(As per the Revised Syllabus of Mumbai University for S.Y. BMS,
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Hard Copy of the Project* **10 Marks**
Presentation **05 Marks**
Viva / Interaction **05 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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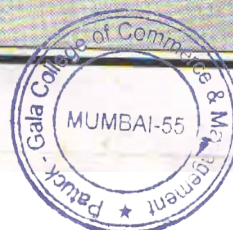
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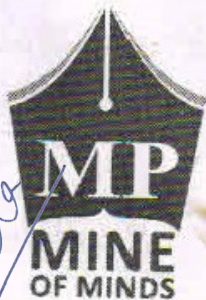
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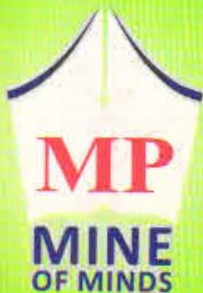
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The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

Maximum Marks: 40 marks

Duration: 1½ hours

Questions to be set: 03

Q. No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (<i>*Multiple choice/ True or False/ Match the columns/Fill in the blanks</i>) OR Objective Questions (A) Sub Questions to be asked 08 and to be answered any 05 (B) Sub Questions to be asked 08 and to be answered any 05 (<i>*Multiple choice/ True or False/ Match the columns/ Fill in the blanks</i>)	10
Q.2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions	10
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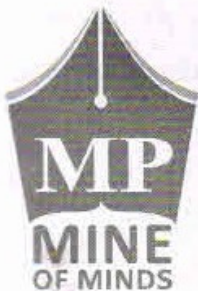
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Preface

We are pleased to present the book of "Human Resource Management" to the students of M.Com. Part - II, Semester - III, University of Mumbai as per the Revised Syllabus w.e.f. June 2017.

Knowledge of Human Resource Management is vital to any executive working in any organisation large or small. Managing people is vital for the success and survival of business firms in today's competitive business world.

The book is presented in Four chapters and outlines the need and importance of HRM in business organisations.

We have tried our best to cover up the topics as per the requirement of the syllabus. We are quite confident that the students will find this book of great use in preparing for their examinations at the M.Com Part-I level.

September 17, 2017

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III


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Syllabus

1. **Human Resource Management (15 Lec.)**
 - **Human Resource Management (HRM)** – Concept, Traditional HRM v/s Strategic HRM, Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager.
 - **Human Resource Planning** - Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP.
 - **Recruitment and Selection of managerial personnel** - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.
2. **Human Resource Development (15 Lec.)**
 - **Training and Development** - Designing of the effective training programme, Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques.
 - **Performance Appraisal** - Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal.
 - **Career Advancement and Succession Planning** - Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning - Problems and Issues, Culture as a factor in Succession Planning.
3. **Latest Development in H.R.M. And Labour Legislation (15 Lec.)**
 - **Industrial Relation Act** – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950.
 - **Prominent Features and recent changes** to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013.
 - **Prominent Features and recent changes** to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme.

IV



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4. **Emerging Issues In H.R.M.** (15 Lec.)

- **Health and Safety** – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees
- **Work Life Balance** – Need and Importance, Employee Engagement, Managing Millennials (Gen Y)
- **Talent Management** – Concept , Importance, Process, Talent Management and VUCA Environment (Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level

Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hrs.

Questions to be set: 04

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Full Length Question	15 marks
	OR	
Q.1	Full Length Question	15 marks
Q.2	Full Length Question	15 marks
	OR	
Q.2	Full Length Question	15 marks
Q.3	Full Length Question	15 marks
	OR	
Q.3	Full Length Question	15 marks
Q.4	Objective Questions* (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks / Short Questions)	15 marks
	OR	
Q.4	Short Notes (Any three out of five)	15 marks

Note : Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

V



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Internal Assessment :

The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

Maximum Marks: 40 marks

Duration: 1½ hours

Questions to be set: 03

Q. No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (<i>*Multiple choice/ True or False/ Match the columns/Fill in the blanks</i>) OR Objective Questions (A) Sub Questions to be asked 08 and to be answered any 05 (B) Sub Questions to be asked 08 and to be answered any 05 (<i>*Multiple choice/ True or False/ Match the columns/ Fill in the blanks</i>)	10
Q.2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions	10
Q.3	Practical problems or short questions Students to answer 02 sub questions out of 03 sub questions	20

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RECRUITMENT AND SELECTION

- Vaneeta Raney
- Veena Prasad
- Booma Halpeth
- Arti Sharma
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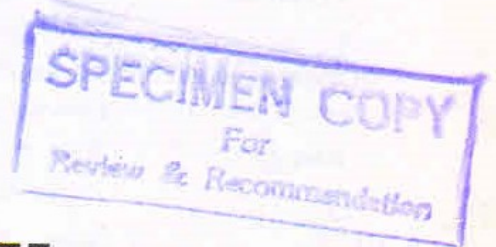
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As Per Revised Syllabus w.e.f. June 2017

S.Y.B.Com. : Semester - IV

Discipline Specific Elective (DSE) Courses

Business Management -
Marketing
Management

- *Michael Vaz*
- *Meeta Seta*



MANAN PRAKASHAN



Meeta
I/c Principal

Patuck - Gala College of
Commerce & Management

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4

VAZ

101

**MINE
OF MINDS**

Internal Assessment :

- One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions (*1/2 Mark each*) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (*01 Mark each*) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(*05 Marks each*) **10 Marks**
- Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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S.Y.B.M.S. : Semester - IV

As Per the Revised Syllabus w.e.f. June 2017

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For M.Com. Part - II : Semester - III

(For Regular Students)

(As Per Revised Syllabus w.e.f. June 2017)

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II



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Preface

We are pleased to present the book of "Organisational Behaviour" to the students of M.Com. Part - II, Semester - III, University of Mumbai as per the Revised Syllabus w.e.f. June 2017.

This volume covers varied aspects of Organisational Behaviour. Areas covered in this book relates to Organisational Conflict, Groups, Structure, Communication, Design, Culture and other related topics.

We are grateful to all our colleagues and students for their overwhelming response to M.Com. Part-I editions. We hope that this edition, too, would receive a favourable response from professors and students.

October 2, 2017

Michael Vaz

Meeta Seta



Meeta
I/c Principal
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Syllabus

1. **Organisational Setting**
 - **Introduction to Organisational Behaviour (OB)** – Concept, Nature, Foundation, Disciplines and Scope of OB.
 - **Evolution of OB** – Evolution – Stages, Human Relations Approach – Hawthorne Experiments, Models of OB.
 - **Organisation Design** – Key Factors, Steps in Organisation Structure, Organisations for Future - Types.
2. **Foundation of Individual Behaviour**
 - **Factors affecting Individual behaviour**- Personal, Psychological, Organisation System, Environmental.
 - **Personality and Perception** – Nature of personality, Determinants of personality, Personality Traits, Factors Influencing Perception, Managing Perception Process, Perception and OB
 - **Attitude** – Nature, components, work related attitudes, Barriers to attitudinal Change, Measures to attitudinal change.
3. **Group Dynamics and Behaviour**
 - **Group** – Types of Groups, Stages of Group Development, Group Decision making – Advantages and Problems.
 - **Work place behaviour** – Determinants of Group Behaviour, Power and Politics – Sources of Power, Types of Organisational Politics.
 - **Conflict** – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.
4. **Emerging Challenges**
 - **Stress Management** – Sources, Effects, Strategies, Stress and Performance.
 - **Organisation Culture** – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture.
 - **Workforce Diversity** – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.

IV



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Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hrs.

Questions to be set: 04

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Full Length Question OR	15 marks
Q.1	Full Length Question	15 marks
Q.2	Full Length Question OR	15 marks
Q.2	Full Length Question	15 marks
Q.3	Full Length Question OR	15 marks
Q.3	Full Length Question	15 marks
Q.4	Objective Questions* (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks / Short Questions) OR	15 marks
Q.4	Short Notes (Any three out of five)	15 marks

Note : Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

v



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Internal Assessment :

The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

Maximum Marks: 40 marks

Duration: 1½ hours

Questions to be set: 03

Q. No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (<i>*Multiple choice/ True or False/ Match the columns/Fill in the blanks</i>) OR Objective Questions (A) Sub Questions to be asked 08 and to be answered any 05 (B) Sub Questions to be asked 08 and to be answered any 05 (<i>*Multiple choice/ True or False/ Match the columns/ Fill in the blanks</i>)	10
Q.2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions	10
Q.3	Practical problems or short questions Students to answer 02 sub questions out of 03 sub questions	20

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VI



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Skill Enhancement Courses (SEC)

Foundation Course

Semester - I

**F.Y.B.Com., B.A., B.Sc.,
F.Y.B.M.S., B.A.F., B.B.I., B.F.M.**

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FOUNDATION COURSE - Sem. I

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Preface

We are pleased to present the revised edition of "Foundation Course - Sem.-I" to the students of F.Y.B.Com. / B.A. / B.Sc. / BMS / BAF / BBI / BFM, Semester - I, University of Mumbai as per the Revised Syllabus and New Paper Pattern w.e.f. June 2016. The book is written under the Choice Based Credit, Grading and Semester System.

The objective of this subject is to make the students socially aware of the societal problems and their personality. This book is divided into Six Units. The topics covered are Overview of Indian Society, Concept of Disparity, The Indian Constitution, Significant Aspects of Political Processes and Growing Social Problems in India.

Comments and constructive suggestions from teaching and learning community would be highly appreciated.

We express our deep gratitude to Mr. Nitin Shah for his untiring efforts to bring out this new edition of our book.

June 17, 2017

- Authors



III

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Syllabus

Unit - 1 : Overview of Indian Society (5 Lec.)

Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender;
Appreciate the concept of linguistic diversity in relation to the Indian situation;
Understand regional variations according to rural, urban and tribal characteristics;
Understanding the concept of diversity as difference.

Unit - 2 : Concept of Disparity - 1 (10 Lec.)

Understand the concept of disparity as arising out of stratification and inequality;
Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;
Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.

Unit - 3 : Concept of Disparity - 2 (10 Lec.)

Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof;
Understand inter-group conflicts arising out of communalism;
Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.

Unit - 4 : The Indian Constitution (10 Lec.)

Philosophy of the Constitution as set out in the Preamble;
The structure of the Constitution - the Preamble, Main Body and Schedules;
Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society;
Basic features of the Constitution.

Unit - 5 : Significant Aspects of Political Processes (10 Lec.)

The party system in Indian politics;
Local self-government in urban and rural areas;
The 73rd and 74th Amendments and their implications for inclusive politics;
Role and significance of women in politics.

Topics for Project Guidance : Growing Social Problems in India

- Substance abuse - impact on youth & challenges for the future
- HIV/AIDS - awareness, prevention, treatment and services
- Problems of the elderly - causes, implications and response
- Issue of child labour - magnitude, causes, effects and response
- Child abuse - effects and ways to prevent
- Trafficking of women - causes, effects and response

Note : Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance.

IV



Meeta
I/c Principal
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Commerce & Management
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Question Paper Pattern

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 10 and to be answered any 08 (B) Sub questions to be asked 10 and to be answered any 07 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
Q.2	Full Length Question OR	15
Q.2	Full Length Question	15
Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	Full Length Question OR	15
Q.6	Short Notes To be asked 05, to be answered 03	15

Note : Full length question of 15 marks may be divided into two sub questions of 8 and 7 marks.

v



M. Patuck
I/c Principal
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Internal Assessment :

1. A project to be prepared by an individual learner or a group of learners in not more than five learners in a group. It is to be evaluated by the teacher concerned. **20 Marks**
Hard Copy of the Project* **10 Marks**
Presentation **05 Marks**
Viva / Interaction **05 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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Skill Enhancement Courses (SEC)
Foundation Course
Semester - II

**F.Y.B.Com., B.A., B.Sc.,
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FOUNDATION COURSE - Sem. II

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We express our sincere thanks to all our readers, authors and business associates for helping us in our mission of producing quality books for quality education. We wish all our young readers a brilliant success in various examinations and a bright future.

- Publisher

II



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Preface

We are pleased to present the Revised Edition of "Foundation Course - Sem.-II" to the students of F.Y.B.Com. / B.A. / B.Sc. / BMS / BAF / BBI / BFM, Semester - II, University of Mumbai as per the Revised Syllabus and New Paper Pattern w.e.f. June 2016. The book is written under the Choice Based Credit, Grading and Semester System.

The objective of this subject is to make the students socially aware of the societal problems and their personality. This book is divided into Six Units. The topics covered are Globalisation and Indian Society, Human Rights, Ecology, Understanding and Managing Stress and Conflict, Contemporary Societal Challenges.

Comments and constructive suggestions from teaching and learning community would be highly appreciated.

We express our deep gratitude to Mr. Nitin Shah for his untiring efforts to bring out this new edition of our book.

November 8, 2017

- Authors

III



M. S. Mehta
I/c Principal
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Syllabus

Unit 1 : Globalisation and Indian Society (7 Lec.)

Understanding the concepts of liberalization, privatization and globalization;
Growth of information technology and communication and its impact manifested in everyday life;

Impact of globalization on industry: changes in employment and increasing migration;

Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.

Unit 2 : Human Rights (10 Lec.)

Concept of Human Rights; origin and evolution of the concept;

The Universal Declaration of Human Rights;

Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.

Unit 3 : Ecology (10 Lec.)

Importance of Environment Studies in the current developmental context;

Understanding Concepts of Environment, Ecology and their inter-connectedness;

Environment as natural capital and connection to quality of human life;

Environmental Degradation - Causes and Impact on human life;

Sustainable Development - Concept and components; poverty and environment

Unit 4 : Understanding Stress and Conflict (10 Lec.)

Causes of stress and conflict in individuals and society;

Agents of socialization and the role played by them in developing the individual;

Significance of values, ethics and prejudices in developing the individual;

Stereotyping and prejudice as significant factors in causing conflicts in society.

Aggression and violence as the public expression of conflict.

Unit 5 : Managing Stress and Conflict in Contemporary Society (8 Lec.)

Types of conflicts and use of coping mechanisms for managing individual stress;

Maslow's theory of self-actualisation;

Different methods of responding to conflicts in society;

Conflict-resolution and efforts towards building peace and harmony in society.

IV



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Topics For Project Guidance : Contemporary Societal Challenges

- (a) Increasing urbanization, problems of housing, health and sanitation;
- (b) Changing lifestyles and impact on culture in a globalised world.
- (c) Farmers' suicides and agrarian distress.
- (d) Debate regarding Genetically Modified Crops.
- (e) Development projects and Human Rights violations.
- (f) Increasing crime/suicides among youth.

Note: Out of the 45 lectures allotted for 5 units for Semester II, about 15 lectures may be allotted for project guidance.

Question Paper Pattern

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 10 and to be answered any 08 (B) Sub questions to be asked 10 and to be answered any 07 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
Q.2	Full Length Question OR	15
Q.2	Full Length Question	15
Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	Full Length Question OR	15
Q.6	Short Notes To be asked 05, to be answered 03	15

Note : Full length question of 15 marks may be divided into two sub questions of 8 and 7 marks.

V



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Internal Assessment :

1. A project to be prepared by an individual learner or a group of learners in not more than five learners in a group. It is to be evaluated by the teacher concerned. **20 Marks**
Hard Copy of the Project* **10 Marks**
Presentation **05 Marks**
Viva / Interaction **05 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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Elective Courses (EC)

Entrepreneurial Management

For M.Com. Part - II : Semester - III

(For Regular Students)

(As Per Revised Syllabus w.e.f. June 2017)

Michael Vaz

Vice Principal

*Mithibai College of Arts, Science & Commerce
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I



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ENTREPRENEURIAL MANAGEMENT

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- Publisher

II



Meeta
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Commerce & Management
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Preface

We are pleased to present the book of "Entrepreneurial Management" to the students of M.Com. Part - II, Semester - III, University of Mumbai as per the Revised Syllabus w.e.f. June 2017.

Entrepreneurs play a vital role in the economic development of a nation. The entrepreneurs also contribute directly or indirectly to the social development of a nation.

The book is written precisely as per the Revised Syllabus. The book is presented in four chapters and outlines the need and importance, problems, prospects and various other aspects relating to entrepreneurship management.

We have tried our best to cover the topics as per the requirement of the syllabus. We are quite confident that the students will find this book of great use in preparing for their examinations at the M.Com Part-II level. Valuable comments and suggestions from the students and the facilitators would be of great help to enhance the quality of future editions of this book.

November 8, 2017

- Authors

III



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Syllabus

1. **Entrepreneurship Development Perspective (15 Lec.)**
 - **Entrepreneurship** – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure.
 - **Entrepreneurial Culture** - Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture.
 - **Theories of Entrepreneurship** - Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness
2. **Creating Entrepreneurial Venture (15 Lec.)**
 - **Entrepreneurial Environment** - Significance, SWOC Analysis, Problems of Entrepreneurship.
 - **Financial Analysis of Entrepreneurial Venture** - Significance, Tools of Financial Analysis, Sources of development finance.
 - **Social Entrepreneurship** - Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs - Concept and Special Government schemes for women entrepreneurs in India.
3. **Project Management (15 Lec.)**
 - **Project** - Concepts and Classification of Project, Search of Business Idea, Project Cycle.
 - **Project formulation** - Steps for project formulation, Project Design and network analysis - concept and network analysis techniques : PERT/ CPM.
 - **Project Management** - Concept, Phases, Project Identification and Project Feasibility Analysis.



IV


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4. **Assistance and Incentives for Promotion and Development of Entrepreneurship** (15 Lec.)

- **Incentives** - Need, Promotion and development Entrepreneurship - Types of Assistance and incentives - Fiscal, Financial, Promotional, Marketing, and Organisational.
- **NPSD** - National Policy for Skill Development and Entrepreneurship 2015.
- **Institutions in aid of Entrepreneurship Development** - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs

Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hrs.

Questions to be set: 04

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Full Length Question OR	15 marks
Q.1	Full Length Question	15 marks
Q.2	Full Length Question OR	15 marks
Q.2	Full Length Question	15 marks
Q.3	Full Length Question OR	15 marks
Q.3	Full Length Question	15 marks
Q.4	Objective Questions* (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks / Short Questions) OR	15 marks
Q.4	Short Notes (Any three out of five)	15 marks

Note : Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.



V

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Internal Assessment :

The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

Maximum Marks: 40 marks

Duration: 1½ hours

Questions to be set: 03

Q. No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (<i>*Multiple choice/ True or False/ Match the columns/Fill in the blanks</i>) OR Objective Questions (A) Sub Questions to be asked 08 and to be answered any 05 (B) Sub Questions to be asked 08 and to be answered any 05 (<i>*Multiple choice/ True or False/ Match the columns/ Fill in the blanks</i>)	10
Q.2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions	10
Q.3	Practical problems or short questions Students to answer 02 sub questions out of 03 sub questions	20

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VI



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Discipline Specific Elective (DSE) Courses

Business Management - Marketing Management

S.Y.B.Com. : Semester - IV

(As Per the Revised Syllabus w.e.f. June 2017)

Michael Vaz

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MARKETING MANAGEMENT

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- Publisher



||

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Preface

It is a matter of great pleasure to present the book on "Business Management - Marketing Management" - to the students of S.Y.B.Com.: Semester-IV. The book has been written as per the Revised Syllabus w.e.f. June 2017.

Knowledge of Marketing Management is vital to any executive working in any organisation large or small. Managing people is vital for the success and survival of business firms in today's competitive business world. The objective of this subject is to enable the students to obtain the knowledge and skills required in the field of marketing.

We have tried our best to cover the topics as per the requirement of the syllabus. Valuable comments and suggestions from the students and the facilitators would be of great help to enhance the quality of future editions of this book.

November 8, 2017

- Authors



III

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Syllabus

Module - I : Distribution

- (a) Types of middlemen
- (b) Factors affecting channel decisions
- (c) Functions performed by middlemen
- (d) Logistics: Meaning and components
- (e) E-marketing : Meaning, Merits and demerits of e-marketing
- (f) Online Retailing – Successful online retailers in India and abroad

Module - II : Promotion

- (a) Elements of promotion mix
- (b) Objectives of promotion and marketing communication
- (c) Factors affecting promotion mix decisions
- (d) Steps in designing a marketing communication program
- (e) Role of Social Media in marketing communication

Module - III : Understanding Buyer Behaviour

- (a) Comparing consumer markets (individuals and households) with organizational buyers (Industrial/Business houses)
- (b) Factors affecting consumer behaviour
- (c) Steps in consumer purchase decision process (with respect to high involvement and low involvement products)
- (d) Factors affecting organisational buyer behaviour
- (e) Steps in organisational purchase decision process (with respect to different buying situations)

Module - IV : Marketing of Services and Rural Marketing

- (a) Services: Definition and features
- (b) Marketing mix for services marketing
- (c) Managing service quality and productivity
- (d) Rural market scenario in India
- (e) Factors contributing to the growth of rural markets in India
- (f) Challenges of rural marketing
- (g) Strategies to cope with the challenges of rural marketing

IV



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Question Paper Pattern

Maximum Marks : 100

Duration: 3 Hrs.

Questions to be Set : 06

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 12 and to be answered any 10 (B) Sub questions to be asked 12 and to be answered any 10 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	20
Q.2	Full Length Question OR	15
Q.2	Full Length Question	15
Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	Full Length Question OR	15
Q.5	Full Length Question	15
Q.6	(A) Theory Questions (B) Theory Questions OR	10 10
Q.6	Short Notes To be asked 06, to be answered 04	20

Note : Full length question of 15 marks may be divided into two sub questions of 7/8 and 10/5 marks.



v


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VI


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